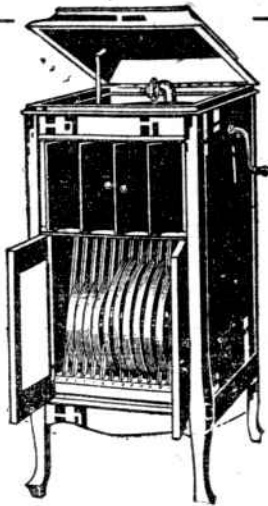


Test the Real Personal Service of this Furniture Store

"The Store of Specialized Shops."
Hecht & Co.
 Seventh Street Near F

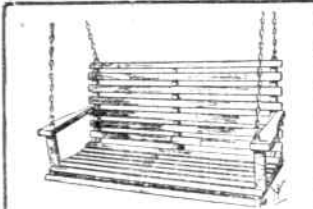


\$1.00 a week—a few cents a day—pays for this \$75.00 Grafonola. No interest. No extras.



The Grafonola 75, price \$75, is pictured. In all the usual woods and finishes.

"The Store of Specialized Shops."
Hecht & Co.
 Seventh Street Near F



This Solid Oak Porch Swing **\$1.29**
 Four feet long, complete with galvanized iron chains, ready to hang.



25 ft. Guaranteed Long Service Garden Hose. **\$1.79**

Four-ply rubber hose with all-brass nozzle and couplings complete.

The Hecht & Co. Talking Machine Shop Service

Since the beginning we have been identified with the Grafonola. Our vast experience has taught us how to enable Grafonola purchasers to get the most out of their investments. Sound-proof rooms of original patterns, and a perfect equipment throughout, are at the disposal of all our patrons. And in a hundred ways our organization makes Record selection here an unalloyed pleasure.

The Hecht & Co. Talking Machine Shop Terms

No First Payment on any Grafonola we sell—try your selection **TEN DAYS FREE** right in your own home—after that small weekly payments settle the account. This is our original offer, under which hundreds of Grafonolas have been sold to happy owners. Why not let us send a Grafonola to your home **NOW?** The investment will pay you large dividends in the shape of pleasure and entertainment.



A Beautiful Reed Baby Carriage **\$12.65**
 with easy-riding guaranteed springs and rubber-tired wheels, lined hood and upholstered cushions.



Six Heavy Colonial Glass Tumblers **9c**

Another shipment of these (possibly the last) heavy crystal glass tumblers just arrived. On sale Monday at 9c for the set of six.

The Season of Home Improvement Is Now at Hand. A Real Transformation, Greater Than Though One Built His Own Theatre Takes Place When You Buy

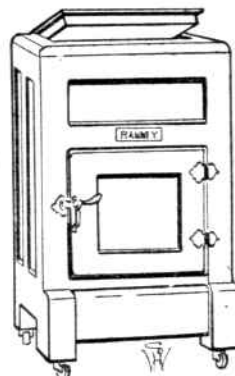
A COLUMBIA GRAFONOLA

For as soon as this wonderful talking machine enters the home the World's Greatest Entertainers become a part of the household and share with the head of the family the task of keeping things moving along pleasantly. All members of the family enjoy the Grafonola—it sings the old-time melodies for the grandparents, it plays the latest fox trot for the young people, and it tells the children wonderful fairy stories to go to bed by.

DOES THE FOOD ALWAYS COME SWEET AND COLD FROM YOUR REFRIGERATOR?

If not, then you need a new refrigerator. It is of no use trying to patch up and doctor an old one. And if the old one doesn't keep the food sweet and cool, it's worse than ineffective—it's dangerous.

The most careful scientific study has resulted in the **RANNEY REFRIGERATOR**, which is a dependable food preserver that keeps cold, dry air always in motion.



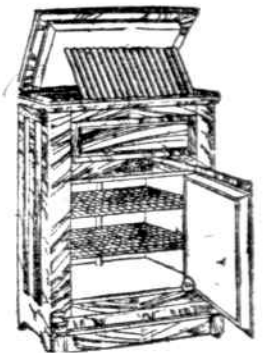
This Top Icer Refrigerator **\$4.89**

Made of seasoned ash, golden oak finish, with roomy food compartment and galvanized metal wire shelf. Removable waste pipe. Holds 40 pounds of ice. **DRIP PAN FREE.**



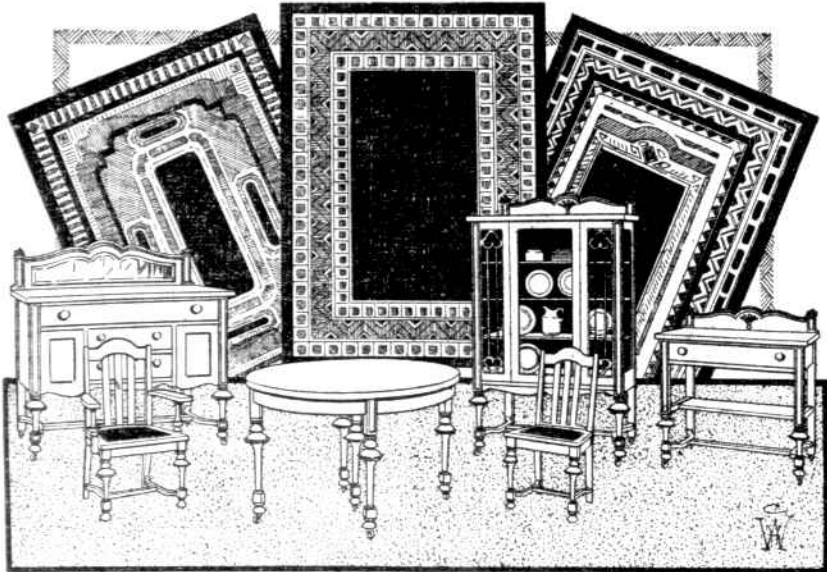
\$22.50 "RANNEY" Three-Door Refrigerator \$14.95

The ideal type of refrigerator for the large family. The "food preserver with the chill." Galvanized sheet metal interior—always clean and sanitary. Note the separate compartment for milk and butter. Large compartment has three adjustable shelves.



This Top Icer Refrigerator **\$7.89**

Approved apartment house style, with large food compartment, fitted with two removable galvanized metal wire shelves. Removable waste pipe and ice rack. Holds 50 pounds of ice. Constructed on scientific principles. **DRIP PAN FREE.**



This Magnificent William & Mary Dining Suite of Ten Pieces, Finished in the Jacobean Brown **\$98.00**
 Buffet, extension table, china closet, serving table, five side and one arm chair, with genuine Spanish leather seats.
 A 9 by 12 foot Fiber Rug FREE With this Suite.

Summer Floor Coverings

Hodge's SEAMLESS FIBER RUGS \$5.95

Made without seams in a beautiful assortment of colors and patterns. Room size, 9 by 12 feet.

\$2.00 Jap Matting Rugs, \$1.25.
 Woven of best Jap Matting, 220-warp, size 6 by 9 feet. Rich Oriental and floral patterns.

9x12 Ft. Room Size Deltos Rugs, \$7.45.
 Reversible bordered patterns in green, brown, and tans. Made of the sweet smelling prairie grass.

\$5.00 Rolls of China Matting, \$3.89.
 Extra heavy Cochise China Matting, in a variety of good designs and colors. 20 yards to the roll.

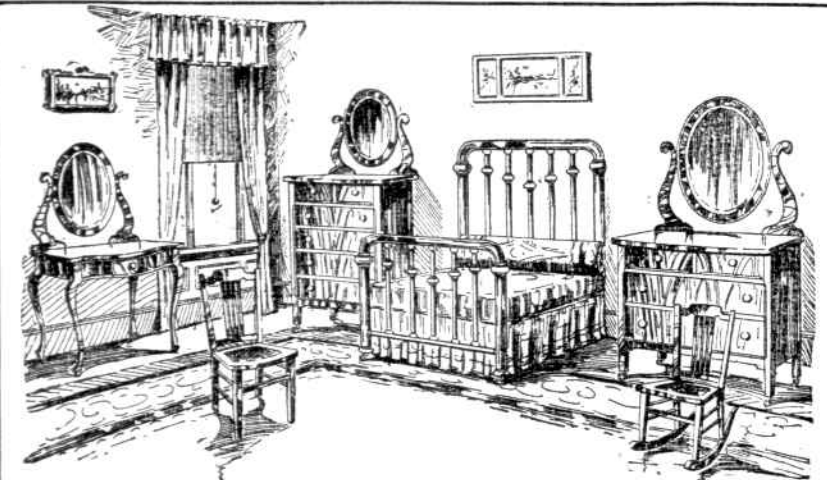
\$6.00 "Nonpareil" Rugs, \$3.89.
 Reversible patterns in a choice variety of colors.

\$1.25 Inlaid Linoleum, Sq. Yd., 75c.
 Best quality Inlaid Linoleum in tile, parquet, and conventional designs. Colors go through to the back.

\$19.50 All Wool Brussels Rugs, \$13.75.
 Room-size, 9 by 12 feet, in Oriental and floral effects.

59c New Process Linoleum, Sq. Yd., 29c.
 In 5 to 15 square-yard remnants.

\$5.00 Axminster Rugs, \$3.89.
 Size 36 by 63 inches, in rich Oriental and floral patterns.



Despite the Advance in Price of Materials

We Still Maintain Our Former Low Price on this 6-Piece Bed Chamber Suite **\$58.75**

The design is as attractive as ever; the quality is as it has always been—exceptional—and the price and terms are the same. The suite complete includes a massive two-inch continuous post brass bed, with 1-inch fillers and two-inch husks; a mahogany or golden oak chiffonier, dresser and toilet table to match; a side chair and a slipper rocker.

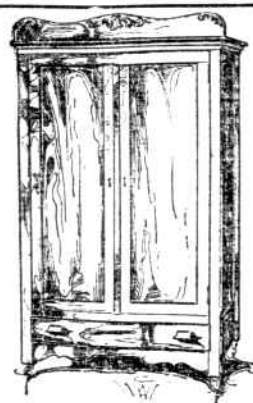
\$1.00 a Week Pays for the Entire Room Full of Furniture.

25c a Week



A Fumed Oak Suite That's a Wonder

Ideal for den or living-room. It consists of a Massive Table, with magazine racks and drawer; a Comfortable Armchair and Rocker, upholstered in imitation Spanish leather. **\$9.65**



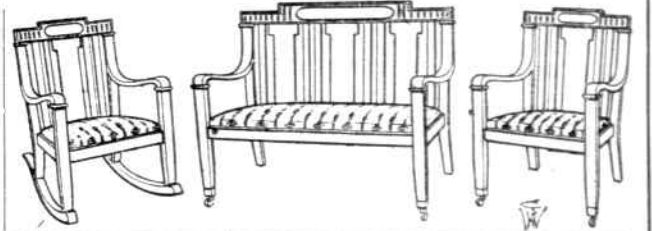
MASSIVE OAK WARDROBE, \$5.75

A large and roomy wardrobe; constructed of selected golden oak; double-door pattern, with deep drawer, shelf and hooks. **25c a Week Pays for It.**

This Adam Period 3-piece Parlor Suite

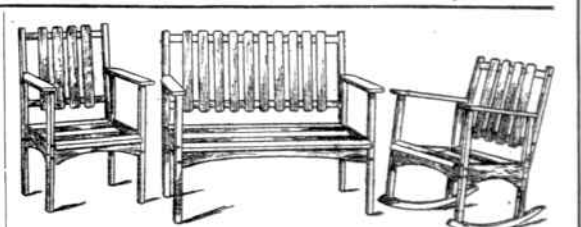
\$29.75

A graceful suite of polished mahogany, with auto seat and covered with figured plush.



Folding Sulky

Made of steel, finished in black enamel; adjustable reclining hood; folds up and can be carried anywhere **\$1.95**



3-piece Fumed Oak Porch Suite

(as pictured) **\$6.45**

Settee, Rocker and Arm Chair; slat backs and seats; strongly made.